Data and Privacy File Guides

Apple Media Services: Bookstore Click Activity

December 2022

File name

Bookstore Click Activity.csv

File description

This file contains information related to the user's actions in the Store within the Apple Books app.

Why Apple keeps this information

Apple retains this information in order to understand user behavior and preferences, measure feature performance, and improve software design.

Field Name	Details
Action Context	Context surrounding the action
Action Details	Additional information about the user action
Action Type	The action's intended effect
Action URL	The internet address associated with the link on which the user took action
Adjusted Event Time	The updated date and time on which the activity and receipt occurred
Analytics Variant	Data associated with multivariate testing
Analytics Variant Version	The version of the data associated with multivariate testing
Analytics Variant IDs	Indicators of the multivariate test treatment
App Name	The Apple app in which the user took action
App Version	The version of the Apple app in which the user took action
Apple ID Number	A randomly generated device identifier (unique for each device), which expires every 6 months
Billing Currency Code	Currency code, e.g. "USD"
Capacity Data	Deresolutioned representation of the total disk space allocated to the data partition of the disk on the user's device
Capacity Data Available	Deresolutioned representation of the available free space on the data partition of the disk on the user's device
Capacity Disk	Deresolutioned representation of the total disk space on the user's device
Capacity System	Deresolutioned representation of the total disk space allocated to the system partition of the disk on the user's device

Capacity System Available	Deresolutioned representation of the available free space on the system partition of the disk on the user's device
Click Target	Identifier for the item for which the user searched
Click Target Type	Type of button clicked
Client Correlation Key	A means to associate a user's purchases with their click actions
Client ID	Apple account identifying number
Client ID Version	Version of the Client ID
Cookies	Cookies used to log app page views associated with a marketing campaign and used to test "A/B" experiments on the user's responses to app design
Details	Details of the page including buy parameters
Dialog ID	Identifier for dialog input message
Dialog Options	Dialog box options
Event Date Time	Date and time on which the activity occurred
Event Post Date Time	Date and time on which the event posted to Apple's servers
Event Receipt Time	The time (UTC) in milliseconds at which the batch of events is received by the Apple server
Event Start Timestamp	The date and time at which the request was sent to the server
Event Timestamp	The data and time of an event
Event Type	The user action taken on an app (e.g., click, search, enter, exit, etc.)
Event Version	Event version for event-specific fields
Exchange Rate	Exchange rate used to convert the user's purchase to USD
Experiment ID	The identifier for the evaluation variant
External Referral URL	The internet address of the web browser page from which the user was linked into the app
Hardware Model	The hardware model used
Impressed Content Names	Content items shown to the user
IP Bandwidth	Estimated bandwidth of device network connection from which the user action was taken
IP City	The city from which the action occurred, as determined by the user's IP address
IP Company	The company from which the IP address was issued

IP Continent	The continent from which the action occurred, as determined by the user's IP address
IP Country	The country from which the action occurred, as determined by the user's IP address
IP Latitude	The latitude, approximated to city level or equivalent, from which the event occurred, as determined from the user's IP address
IP Longitude	The longitude, approximated to city level or equivalent, from which the event occurred, as determined from the user's IP address
IP Network	The network from which the action occurred, as determined by the user's IP address
IP Network Type	The type of network from which the action occurred, as determined by the user's IP address
IP Region Code	The region from which the event occurred, as determined from the user's IP address
IP Time Zone	The time zone from which the event occurred, as determined from the user's IP address
Is Advanced	Whether the topic is advanced
Is Page Personalized Experience	Whether the page is eligible to get personalized experience
Is Personalized Experience	Whether the user is eligible to get personalized experience.
Is Response Cashed	Whether the response identifier was cached
Is Signed In	Boolean for whether the user is signed in
Is Uber	Whether the page identifies a full page display of artwork and content
Is Visit Finalized	Whether the list is finalized
Item Description	Identifier for the media content (can be an individual piece of content or a content grouping)
Language	The language in which the app displays text
Location	The user's location for postings the user made
Media Play Position MS	Total length of the played media, in milliseconds
Module ID	The location identifier for a module within a book
Narrator Type	The type of narrator
Navigation	The user navigation action that caused the page to be displayed (e.g., "back" or "forward" if the page was loaded as a result of the back/forward navigation action), if applicable
Network Connection	Type of internet connection

Offer Type	The type of transaction (e.g., buy, free download, pre-order)
Ordinal ID	The location identifier for a page within a book
Origin	The source for the context
Origin Type	The devices used for playback (e.g., iPhone, iPad, etc.)
OS	Operating system used to complete the action
OS Major Version	Major version only of the operating system used to complete the action
OS Version	Version of the operating system used to complete the action
Page	The page on which the event occurred
Page Context	The context of the user's interactions with a page
Page Display Type	The type of shelf where personalized content recommendations are enabled
Page History	List of recent visited pages, in order
Page ID	The page on which the user action was completed
Page Timestamp	Timestamp when the page was generated
Page Type	Describes the type of page on which the user action was completed
Page URL	The internet address of the page on which the user action was completed
Payload Version	The version of the payload schema
Platform	The platform on which the customer is using their beta app
Platform ID	Identifier for the platform
Price Type	The type of pricing used (e.g. "PLUS", "STDRDL", etc.)
Purchase Result Type	The purchase result type description (eg., successful, failure)
Purchased Item IDs	A grouping of identifiers for purchased items
Purchased Items	A grouping of purchased items
Purchased List	List of items purchased
Referral App Name	Name of the referring app that caused the active app to launch
Referral URL	The internet address of the store page that caused another store page to load
Reorder Flag	Whether the content has been reordered

Response End Time	The data and time the last byte of the event-related request was sent to the server
Response Start Time	The data and time the first byte of the event-related request was sent to the server
Revision Number	The HTML resources revision number
Screen Height Pixel	Device screen height, in pixels
Screen Pixel Ratio	Pixel multiplier factor (e.g. 1, 2)
Screen Width Pixel	Device screen width, in pixels
Search Term	The term used to generate search results
Store Front Header	The value indicating which regionalized store was shown to the user
Store Front Name	The country from which the action occurred
Term	The search term
Timezone Offset Min	The difference between GMT (UTC) and the user's local time when an event originated, in minutes
Type	The type of event or primary activity
User Agent	Information about the user's device, including the operating system and browser, from which an action was completed
User Agent-App	The Apple app in which the user took action
User Agent-App Version	The version of the app from which the user action was taken
User Agent-Device OS	The version of the user's device from which an action was completed
User Agent-Device Size	The size of device from which the user action was taken
User Agent-OS	Operating system for the user's device
User Agent-OS Major Version	The major operating system version
User Agent-OS Version	Version of the operating system used to complete the action
User Agent-Platform	Device Type associated with the operating system platform
User Subscription Status	The user's subscription status, when applicable
Visit End Time	The end time of the visit
Visit ID	Identifier for a user visit session
Visit Start Date	The start date of the visit
Visit Start Time	The start time of the visit

Window Inner Height Pixel	App viewport height, in pixels
Window Inner Width Pixel	App viewport width, in pixels
Window Outer Height Pixel	Height of containing window (encompassing app viewport as well as window chrome, status bars, etc.), in pixels
Window Outer Width Pixel	Width of containing window (encompassing app viewport as well as window chrome, status bars, etc.), in pixels
X Click Coordinate	X coordinate of click, in pixels (relative to the app window)
Y Click Coordinate	Y coordinate of click, in pixels (relative to the app window)